



WEWS

# ORDER

Flight Dates **09/28/12-10/04/12**

Contract / Revision      **312976 / 1881- OFA :120s 9.28-10.4**

Original Date / Revision  
09/27/12    10/02/12

Advertiser **Obama / Democrat / Preside**

Agency    **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Product

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1881**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 242310

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	5	\$33,660.00	\$39,600.00	0.00
October 2012	35	\$172,303.50	\$202,710.00	0.00
<b>Totals</b>	<b>40</b>	<b>\$205,963.50</b>	<b>\$242,310.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	5	\$33,660.00	\$39,600.00
10/01/12	10/04/12	35	\$172,303.50	\$202,710.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	09/28/12	10/04/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	2:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00						
Week:		10/01/12	10/07/12	MTWT---	1		\$2,400.00		0.00						
N 2	WEWS	09/28/12	10/04/12		CM	6-7a	MTWTF--	2:00	3	\$3,300.00	P-1	0.00	NM	3	\$9,900.00



WEWS

Print Date: 10/03/12

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Contract / Revision **312976** Flight Dates **09/28/12-10/04/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 10/02/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **1881- OFA :120s 9.28-10.4** Estimate # **1881**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F GMC 6-7a										
				M-F GMC 6-7a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00					
Week:		10/01/12	10/07/12	MTWT---	3		\$3,300.00		0.00					
N 3	WEWS	09/28/12	10/04/12	M-F GMA 7-9a	CM	7-9a	MTWTF--	2:00	4	\$3,600.00	P-1	0.00 NM	4	\$14,400.00
				M-F GMA 7-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00					
Week:		10/01/12	10/07/12	MTWT---	4		\$3,600.00		0.00					
N 4	WEWS	09/28/12	10/04/12	SA GMA 8-9a	CM	8-9a	-----S-	2:00	1	\$4,650.00	P-1	0.00 NM	2	\$4,620.00
				SA GMA 8-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S-	1		\$4,650.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WEWS	09/24/12-09/30/12		SA GMA 8-9a	8-9a		-----Sa--	2:00	<del>(\$4,650.00)</del>	0.00	NM			
See MG 4.2,4.3														
[no 2min spot avail in this tp]														
2	WEWS	10/01/12-10/04/12		M-F GMC 5-6a	5-6a		MTWTh-----	2:00	\$2,400.00	0.00	NM			
Ⓜ MG for 4.1 09/29														
3	WEWS	10/01/12-10/04/12		M-F 4-5p Dr. OZ	4-5p		MTWTh-----	2:00	\$2,220.00	0.00	NM			
Ⓜ MG for 4.1 09/29														
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00					
N 5	WEWS	09/28/12	10/04/12	M-F 9-10a	CM	9-10a	MTWTF--	2:00	2	\$3,300.00	P-1	0.00 NM	2	\$6,600.00
				M-F 9-10a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00					
Week:		10/01/12	10/07/12	MTWT---	2		\$3,300.00		0.00					
N 6	WEWS	09/28/12	10/04/12	M-F 10-11a	CM	10-11a	MTWTF--	2:00	1	\$3,300.00	P-1	0.00 NM	2	\$6,600.00
				M-F 10-11a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	----F--	1		\$3,300.00		0.00					
Week:		10/01/12	10/07/12	MTWT---	1		\$3,300.00		0.00					
N 7	WEWS	09/28/12	10/04/12	M-F 11-12p	CM	11a-12p	MTWTF--	2:00	2	\$7,800.00	P-1	0.00 NM	0	\$0.00
				M-F 11-12p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00					
Week:		10/01/12	10/07/12	MTWT---	2		\$7,800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WEWS	10/01/12-10/07/12		M-F 11-12p	11a-12p		MTWTh-----	2:00	<del>(\$7,800.00)</del>	0.00	NM			
Credited														
2	WEWS	10/01/12-10/07/12		M-F 11-12p	11a-12p		MTWTh-----	2:00	<del>(\$7,800.00)</del>	0.00	NM			
Credited														
N 8	WEWS	09/28/12	10/04/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	2:00	2	\$4,800.00	P-1	0.00 NM	2	\$9,600.00
				12-1230p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00					
Week:		10/01/12	10/07/12	MTWT---	2		\$4,800.00		0.00					
N 9	WEWS	09/28/12	10/04/12	M-F 1-2p	CM	1-2p	MTWTF--	2:00	2	\$3,300.00	P-1	0.00 NM	2	\$6,600.00
				M-F 1-2p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----	0		\$0.00		0.00					



**WEWS**

Print Date: 10/03/12

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Contract / Revision     **312976**     Flight Dates **09/28/12-10/04/12**

Hiatus Dates

Original Date / Revision   09/27/12/   10/02/12

Order Sep   00:20:00

Advertiser   **Obama / Democrat / Presid**   Product **1881- OFA :120s 9.28-10.4**   Estimate #   **1881**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	WEWS	09/28/12	10/04/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	2:00	2	\$3,300.00	P-1	0.00	NM	2	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					2	\$3,300.00		0.00			
N 10	WEWS	09/28/12	10/04/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	2:00	2	\$8,400.00	P-1	0.00	NM	2	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					2	\$8,400.00		0.00			
N 11	WEWS	09/28/12	10/04/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	2:00	3	\$1,350.00	P-1	0.00	NM	4	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					4	\$1,350.00		0.00			
N 12	WEWS	09/28/12	10/04/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	2:00	2	\$2,220.00	P-1	0.00	NM	2	\$4,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					2	\$2,220.00		0.00			
N 13	WEWS	09/28/12	10/04/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	2:00	2	\$1,950.00	P-1	0.00	NM	2	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					2	\$1,950.00		0.00			
N 14	WEWS	09/28/12	10/04/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	2:00	2	\$7,800.00	P-1	0.00	NM	2	\$15,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					2	\$7,800.00		0.00			
N 15	WEWS	09/28/12	10/04/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	2:00	1	\$7,800.00	P-1	0.00	NM	1	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$7,800.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 16	WEWS	09/28/12	10/04/12	Monday DWS Monday DWS	CM	8-10p	M-----	2:00	1	\$84,000.00	P-1	0.00	NM	1	\$84,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----					0	\$0.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$84,000.00		0.00			
N 17	WEWS	09/28/12	10/04/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	2:00	1	\$4,200.00	P-1	0.00	NM	4	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F-S					1	\$4,200.00		0.00			
Week:		10/01/12	10/07/12	MTWT---					3	\$4,200.00		0.00			
N 18	WEWS	09/28/12	10/04/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	2:00	1	\$3,300.00	P-1	0.00	NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$3,300.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 19	WEWS	09/28/12	10/04/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	2:00	1	\$21,000.00	P-1	0.00	NM	1	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

